

WORLD HAPPENINGS
BRIEFLY TOLD

The next and final session of the Assembly Legislature of the Canadian nation will be held in Ottawa, the city chosen to be the seat of the nation's capital.

General Landwehr, Germany's war time quartermaster general and now head of her ultra nationalist movement, has taken up the cause of prohibition.

Montrealers use an average of 21,000 gallons of water a day. The city fathers are trying to find a way to figure just how much water is being wasted.

John Patterson, former French ambassador at Washington, died Dec. 28. He was a grand officer of the Legion of Honour and was born in 1854. He had also been ambassador at Madrid.

A campaign has been started by Mrs. Z. M. Hoadson, Washington, to get a woman to lengthen women's skirts and to stop the movement from coming out of fashion.

The method by which the accident "Maya" occurred has been given by the chief of the plant Yarn in the steel center, H.C. Inc., has been developed by Dr. Herbert Johnson, of Harvard City, U.S.A. It is announced.

The national death rate in the United States is placed by the 1924-25 figures at 13.2 per 1,000 of population, on the basis of figures for 1924, as compared with 13.2 in 1923, 13.1 in 1922, and 13.0 in 1921.

A new broom took issue from beet, reaper, which has had the character of white of eggs, has been developed by Professor J. W. M. Parker, of Harvard City, U.S.A. It is announced.

The relative of locally produced receiving letter from the Social Welfare Commission at Winnipeg, which is intended to encourage the production of a bill to be presented to the next session of the Manitoba Legislature.

Telephone's government-owned mail and radio systems have enjoyed a profitable year. The Canadian government, which operates station CKY, is delighted to be the only known station in the continent to have cleared a profit during the year.

The colors of the Jewish national flag, which began during the war of Great Britain's forces against the Jews for the liberation of Palestine, have been depicted in the great synagogue of Jerusalem with impressive ceremony.

Ask Protection For Children
Wandering Bands In U.S. State Found For Intercourse Persons

Traveling across the continent, wandering bands of children, ranging in age from 1 to 15 years, have been discovered by agents of the department of labor, Washington. They are being taken back by their parents.

National action to protect the group of "military children" is being asked for by Miss Grace Abbott, chief of the children's bureau. In her annual report made public recently.

This national campaign on the part of children has never been duplicated before in history since the time of the children's bureau in the middle of the century.

Received Wonderful Gift
Blind From Birth Two Virginia Girls Had Sight Restored Days Before Christmas

Two beautiful girls, blind since birth, have been restored to sight by the use of the new method of treatment, which was developed by the late Dr. J. W. M. Parker, of Harvard City, U.S.A. It is announced.

Using Reclaimed Lead Twenty million pounds of lead, which is used in the manufacture of lead, has been reclaimed by the late Dr. J. W. M. Parker, of Harvard City, U.S.A. It is announced.

Alberta Poultry Plan A poultry plan is now in operation in Alberta under the name of the Alberta Poultry Plan, which has been developed by the late Dr. J. W. M. Parker, of Harvard City, U.S.A. It is announced.

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Gave Everything To Charity

Late Queen Mother Left Little Money But Considerable Property

If the will of Queen Mother Alexandra is published, it will be found that she left almost no money. The understanding is that Queen Alexandra's generosity was limited only by her resources. She gave away her surplus income, and for many years she pledged all her annual allowance of £70,000 in advance to the charities of the empire.

However, she had much valuable property, including the famous jewels and the art collections left by her husband, Edward VII. She also had a large collection of books, and she gave away many of them.

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Prestige of the League

Expected to Reach Full Political Influence in New Year

The League of Nations expects to reach its full political stature during the new year. After seven years of steady growth and development, its members believe 1925 to be portentous for the future of the world and for the future of its great international organizations.

Of the three bodies of international activities in which the league is engaged, namely, humanitarian, cultural and political, it is admitted that the political is the one in which the league has the most influence.

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CLIPSE
FASHIONS
Declaring Fashions

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A Tribute To Chamberlain

Lorenzo Treaty the Biggest Since Yet

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Barrister Solicitor
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(SUCCESSOR TO B. R. COURT)

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BARRISTER-AT-LAW

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Collections a specialty.
Debtors, Loans, Insurance, Bail, Fire
and Life.

INVESTMENTS — FARM LANDS

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GLEICHEN HOSPITAL

MRS. A. V. COCKS, R.N.

(Registered in the Province of
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Nurse in Charge

Visiting Hours:

10 to 4 P.M. — and — to 8 P.M.

P.O. BOX 141

PHONE 21 — DAY OR NIGHT

TOWN OF GLEICHEN

OFFICE HOURS

9 a.m. to 12:30 p.m. and
2:30 p.m. to 5:30 p.m. Daily

Council meeting Fourth Friday of
each month at 8 p.m.

This office will be closed as follows:
Saturdays, Statutory Holidays and
the last fortnight of July each year.

Also—

First two legal working days of each
month for meter reading and first two
legal working days following the
last day of month for collection, etc.

PETER MACLEAN,
— City Treasurer —

O. J. ABLETON

Well Drilling Contractor

EVERYTHING FURNISHED
PUMPS, WINDMILLS, PUMPS
AND WELL SUPPLIES

GLEICHEN, — ALBERTA

T. H. Beach

Auctioneer

Sales Conducted in any place
in the Province

FOR TERMS

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Office phone 4 Residence phone 3.

GEORGE W. EVANS

Undertaking
and Embalming

MOTOR HEARSE

Artificial weather always on
hand. Weather extremes
will not effect these flowers
in any way.

GLEICHEN, ALTA.

ROY M. ALLEN

Licensed Auctioneer

— and Valuator —

Will Sell anything You have
or own

Phone Rural, Mto.

HARRY P.O. — ALBERTA

HARDWICK BROS.

RANGER, SNARE VALLEY

Owners of all cattle branded
I left right left and right

Horses branded right left

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GLEICHEN, ALBERTA

THE GLEICHEN CALL

W. PARK EVANS, PROPRIETOR

Member of the Canadian Weekly Newspaper Association
Member of the Alberta Press Association

Published every Wednesday in the Heart of a Wonderful Rich Farming
and Ranching District.

SUBSCRIPTION, \$6.00 per Year: Foreign Countries \$8.50

Advertising Rates—Display, 50c. per Column Inch first insertion; and 50c.
for each subsequent insertion. Reading matter accepted only with
display advertising at 10 cents per line—13 lines to the inch.

EXCHANGE MUST BE ADDED TO ALL CIRCULARS

GLEICHEN, ALBERTA, WEDNESDAY

BE A CHUM TO YOUR BOY

What's your boy worth? Deep down in your
heart you feel that he is the finest sample of boyhood in
this big, round world. There is nothing too good for him
—no sacrifices too great to be made for him. Day in and
day out, you work for him, plan for him, live for him.
Always he is first in your thoughts; nothing else matters
so much. Is the manhood into which you wish him to
grow, worth the half hour or so that you might give him
every night at home—advising, sympathizing, correcting,
stimulating, urging to better things? Give it a trial.

WHY NEWSPAPERS MAKE MISTAKES

The editor of a local paper is often unjustly censured
for his mistakes. The wrong is not his; he does not make
more of them. On the average paper he must deal with
all kinds of subjects, give names, dates, etc. One hour he
may be engaged in reporting a meeting and the next
drawing the picture of a fight. He must condense and
with his items several columns; whether events are
transpiring to throw up material for his use or not. Count
the local items in a paper and imagine how many steps
they have required, how much mental anxiety, worry and
work they have cost and some idea of the editor's work
can be gathered. The smallest may have cost him a long
walk and much effort to reach the facts. There is no end
to his work. When one paper goes to press he turns his
attention to the next one. He makes the rounds in
search of news and may not get a line. From some he
can get news without their knowing it, drawing them in
to conversation and obtaining what he wants in sections.
He may labor for hours in chasing down a rumor or trying
to find that there is nothing in it. His local columns start
him in the face and demand to be filled with the cream of
news events and matters of interest. His bounds are
limited and yet he must find in each day and all through
the week, month and year something of interest to the
public. No more perfect treadmill could be devised. With
such a constant strain, producing weariness of the body
and mind and an almost endless variety of subjects to be
dealt with, it is not surprising that mistakes are made.
Take? Other people do, why shouldn't an editor.

ADVERTISING CUTS PRICES

Persons who have not given the subject of advertising
serious thought may be inclined to believe that
standard products could be sold cheaper if the manufactur-
ers did not spend so much money in advertising them.
The contrary is the truth.

Every concern which seeks a general market for its
goods finds it necessary to set aside a certain sum each
year for advertising, and this is charged as a part of the
operating expenses, the same as rent, fuel or insurance.
The aim of the advertising manager is to buy the largest
possible circulation among persons who would be interest-
ed in his product.

Every manufacturer has certain fixed charges
which must be paid out of the receipts from the business,
and the larger the volume of business that can be created
the less per article is charged for the payment of overhead
costs. This volume of business is obtained only by
creating a demand for the goods, and it is most quickly
and cheaply done by direct appeal through the news-
papers.

The same principle which obtains in the case of the
general advertiser could be applied in the business of the
smallest merchants. The quicker the turnover which a
dealer is able to make the sooner his profit is obtained and
the cash is put in the till for new purchases. Advertising
of the practical kind will help to make quicker sales
and more frequent profits. The result is that the retailer,
with the aid of the general advertiser, is able to maintain
standard prices and quality in the widely advertised articles.

STYLES HAVE CHANGED

According to the latest approved styles, little boys
wear long pants and big boys wear short pants. We note
youngsters apparently not over four years old in long
trousers just like their fathers used to wear and we see
large fat men of fifty being young again in knickers. But
one is not surprised to see anything these days. We saw
a lady fishing some day. She wore blue overalls and
suspenders. We could forgive the overalls but not the
suspenders. We think she should have taken a sporting
chance and left off the suspenders.

Years ago at the fair there was a horseless car-
riage and you had to pay to look at it. Now in the large
cities you have to pay to park your motor.

One man says read the newspapers thoroughly
and you may live to be 150 years old. But how can we
live through some of the Sunday editions in a mere 150
years?

McKay HARDWARE CO.

WE HAVE IN STOCK A GOOD SUPPLY OF
SHELF AND HEAVY HARDWARE

Blacksmith Supplies Builders Supplies

Brandman-Henderson Paints

Imperial Oil Co.

Car Oil, Polarine and Mobil

The White Sewing Machine

Radio Fire Extinguisher. Beds and Mattresses

McKay HARDWARE Co. ALBERTA

GLEICHEN, — ALBERTA

BANFF WINTER CARNIVAL

February 3rd to 17th

TWO WEEKS OF FUN

Dazzling — Delightful — Wholesome

With Gorgeous Scenic Setting in the

CANADIAN PACIFIC ROCKIES

SKIING SNOWSHOING HOCKEY

SKI-JORING TORRELING RANCING

SKATING TUB-SHOOTING SWIMMING

SLEIGHING PACKING CURLING

100-Mile Dog Derby for Strongheart Trophy

FARE AND ONE-THIRD

FOR THE HOUND TRIP

FROM ALL STATIONS IN ALBERTA AND

BRITISH COLUMBIA: REVELSTOCK

AND EAST

ON SALE FEBRUARY 6 TO 13

GOOD RETURNING TO FEBRUARY 19, 1928

Full information from the TICKET AGENT



JOB PRINTING

The Call meets all regular
prices of all printing in all
Canada.

THE GLEICHEN CALL

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GLEICHEN EASTERN

STAR DANCE

Tuesday, February 2nd

The members of the Alberta Star
Chapter, No. 18, O.E.S., have decided
to hold their annual dance on Mon-
day, February 2nd, in the Gleichen
Community Hall.

This year, the Star is going about
the arrangements quite different to
that of former years and instead of
issuing announcement cards have
sent out large posters inviting all
their friends to join them in mak-
ing this dance the most successful of
all.

One reason for the difference is
that the dance is in aid of other
work, benevolence and fund, and
on this account they are going to extra
trouble and care to make it an ex-
ception.

Tickets are being offered for sale
in the Gleichen stores, and also in
other of the surrounding towns, and
can be obtained by asking for them.
A free piece orchestra has been en-
gaged and a free supper will be pro-
vided.

CLUNY GUN CLUB

DANCE AND CARDS

Friday, January 29th

The Cluny Gun Club annual dance
will be held in the Cluny Hotel on
Friday, January 29th, for which Mrs.
Trevelyan's orchestra has been engaged
and promise all the latest hits in
the popular line.

The admission is \$1.50 for gentle-
men and ladies free. A free supper
will also be provided.

Everyone will be welcomed and as-
ured of a good time.

GLEICHEN WOMEN'S

INSTITUTE DANCE

Friday, February 12th

On Friday, February 12th, the Gleichen
Women's Institute will give their
annual dance in the Community
Hall and are preparing to add some
new features that they are not at the
present time prepared to announce
further than that they hope to make
this dance the most enjoyable of the
many they have given in Gleichen.
The wife will keep this date
view.

FEAR

BY DR. C. M. HINCKS

Medical Director, Canadian National
Committee for Mental Hygiene

The bogie man, the goblin and the
ogre, invented to frighten children in
behaving, often mar the disposi-
tion of a child. They tend to cause
timidity and have other unfortunate
consequences.

Parents should refrain from telling
ghost stories that only serve to a-
rouse dread in the mind of the child.
They should teach their children that
sleeping in a dark room is the most
natural thing in the world and that
dark corners hold no terrors.

HENDERSON & MALLORY

Owing to the frequency of Farm Fires, the at-
tention of Farmers is especially drawn to the very low
rates charged for insurance of grain whilst stored in
barns or granaries. The result of a year's work is
often swept away in an hour, and every farmer should
protect himself by carrying a policy with

HENDERSON & MALLORY

Threshed Grain in granaries or barns may be written to
100 Per Cent. of Value.

NO CROP! NO PAY

At my own expense and risk
I will irrigate your unlevel
land and apply the "Pro-
tract Method" For the
"Protract Method" all ar-
rangements must be made
before seeding.

Apply to

D. HENVENU

Sole Real Irrigation Con-
tractor in Alberta.

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The Man with Money

THOSE who have saved are able to buy, and the man with money in the bank is always ready for any opportunity or emergency. Determine to save a certain sum—say \$100. That accomplished, save a second \$100, and you will soon have \$1,000 in the bank.

Ask for our booklet, "The Advantages of Saving Money." It will help you.

The Royal Bank of Canada

Gleichen Branch D. Hutchison, Manager

The Meaning of "STANDARD"

Noah Webster gives as one meaning, of "Standard"—"That which is set up and established by authority as a rule for the measure of quantity, weight, extent, value, or quality."

The coat said by us is not only standard as to "Quality, Value, Weight and Quantity" but also our service and business principles are the "Standard" that others try to measure up to.

R. S. McQueen

More Human Than Any Drama in 20 Years

THE STORY OF A BOY WHO WANTED TO CHOOSE HIS OWN FATHER AND GUIDE HIS MOTHER'S LOVE AND HAPPINESS.

"Boy of Mine"

BOOTH WASHINGTON

BEN ALEXANDER HENRY WALTHALL IRENE RICH ROCKLIFFE FELLOWS

Presented by J. K. McDONALD

Directed by WILLIAM BEAUDINE

GLEICHEN COMMUNITY HALL

SAT., JAN. 30, 8:15

Also good Comedy

HORSE SALE

AT GLEICHEN FEED BARN AT 2 P.M.

Saturday, January 30th

40 HEAD OF HORSES

20 Well-Broke Work Horses ranging from 1150 to 1400 Pounds, 4 to 8 Years.

20 Head Halter-Broke Horses, Good Useful Work Stock.

TERMS CASH. — NO RESERVE

G. T. JONES, Owner.

T. H. BEACH, Auctioneer

GOVERNMENT LIQUOR CONTROL ACT OF ALBERTA

APPLICATION FOR BEER LICENSE

Public notice is hereby given that the undersigned intends applying to the Alberta Liquor Control Board for a license to sell beer by the glass or open bottle for consumption in the open bottle for consumption in conformity with the provisions of the Government Liquor Control Act of Alberta and the regulations made thereunder with respect to the following premises:

Building now under construction on Lot 4, Block 2, Plan—Railway Avenue, Quetzalton, Alberta, being a subdivision of part of E. 34, Section 26, Township 19, Range 22, West 4th Mer.

Dated at Quetzalton, Alberta, this 14th day of January, 1928.

APPLICATION FOR BEER LICENSE

Public notice is hereby given that the undersigned intends applying to the Alberta Liquor Control Board for a license to sell beer by the glass or open bottle for consumption in the open bottle for consumption in conformity with the provisions of the Government Liquor Control Act of Alberta and the regulations made thereunder with respect to the following premises:

The south east corner room on the second floor of a building to be erected on Lot one, Block four, according to a plan of Arrowood recorded in Land Title Office for south Alberta, Land Registration District as 1738 D.M. and to be known as the Arrowood Hotel.

Dated at Arrowood, January 4th, 1928.

C. BURTON MUNRO, Applicant.

Miss Vivian Brown was down from Calgary for the week end, visiting her parents and friends, Mr. and Mrs. J. H. Brown.

COMING EVENTS

Ad. under Coming Events 25c per copy line, unless otherwise advertised in the Call.

Jan. 29—Clancy Gun Club Dance and Cards at Pavilion.

Feb. 1—J. G. Hasty, Expert, Address Gleichen Farmers at Gleichen Com. Hall.

Feb. 5—"The Minister Arrives", at Meadowbrook Hall, by Junior U.F.A.

Feb. 8—Annual General Meeting of Gleichen Golf Club.

Feb. 12—Gleichen Women's Institute Annual Dance.

Feb. 18—Carnival Dance by the Quetzalton Board of Trade.

ORAIGANTLER ITEMS OF NEWS

(By our own correspondents) A number from this district attended the U.F.A. convention in Calgary last week.

St. Elmo's had his car skid on him six miles north of Gleichen. It was not hurt at all. St. Elmo was just visiting the dentist so we excuse him this time.

P. Mull returned from Cypress Hills with 13 head of his horses that had been running down there. He says there is some difference between there and home.

George Green has his barn, almost completed, and the young folks are looking forward to a dance soon.

John McKenna, editor of the Strathmore Standard and John Sharp were visitors with Mr. and Mrs. J. A. Grant on Sunday last. Strange how the Scotch will get together.

ST. ANDREW'S CHURCH SERVICES

Incumbent, Rev. Neville Mann
Morning Service at 11 a.m.
Children's Service 2:30 p.m.
Evening Prayer 7:30 p.m.

UNITED CHURCH

Rev. E. J. Ryan, Minister

Room 28
11 a.m. Sunday School and Bible classes.

1:15 Chany Public Worship.

7:30 Evening service.

You are invited to attend the service.

E. Griesbach has accepted the agency for the Lacombe Nurseries.

He will be pleased to call on anyone interested with price lists and catalogues. Write or see E. Griesbach at Gleichen.

TOWN AND DISTRICT

Mrs. Jovett is down from Calgary visiting her former friends.

Teams are busy hauling timber north of town for work on the irrigation canal.

The Gleichen Midway go to Strathmore, Friday, to play hockey with the Beavers.

The 22 Battery hockey team will play the Brooks hockey team on Saturday night at Brooks.

J. H. Hasty, the diversified farming expert, is reported to be relieved by wonderful crowds of farmers at every point he has visited.

The Junior U.F.A. are presenting "The Minister Arrives" in the Meadowbrook Hall on Friday, Feb. 5th, at 8:30 p.m., to be followed by a coffee dance. This will be a real treat and a big crowd is expected.

Arrangements have been made for the arrival of an aeroplane at the Gleichen Women's Institute dance on February 12th, from which a number of express parcels will be delivered to all patrons of the dance. Look for further particulars.

H. T. Nixon of Vulcan spent a few days the past week preparing to take charge of the Chevrolet and Oakland automobile business for this district as well as be seen in his announcement appearing elsewhere in this issue. He left here yesterday to arrange to move his family to Gleichen. Hugh Bates has arranged to look after the service work and repair parts for these cars.

The new stretcher purchased by the Gleichen Women's Institute for the general use of the public has arrived and can be obtained by any person requiring it on application to Mrs. R. W. Brown at the Bakery. It is one of the most modern contrivances and the ladies are to be congratulated on their foresight and enterprise in supplying this much needed stretcher.

Word has just been received that Dr. Wilson, of Toronto, will be in Gleichen for Sunday evening, Feb. 7th. Dr. Wilson is supplying the pulpit of Knox Church, Calgary, in the absence of Mr. Dickson. Detailed announcement will be made later. It is hoped that this visit will appeal to our people and that a full church will confront this noted preacher.

Brown's bread now sells everywhere in Gleichen at 10c a loaf.

SPECIAL ANNOUNCEMENT

Word has just been received that Dr. Wilson, of Toronto, will be in Gleichen for Sunday evening, Feb. 7th. Dr. Wilson is supplying the pulpit of Knox Church, Calgary, in the absence of Mr. Dickson. Detailed announcement will be made later. It is hoped that this visit will appeal to our people and that a full church will confront this noted preacher.

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RAMSAY MECANTILE LIMITED

BUYING AND SELLING IN GLEICHEN AT GLEICHEN'S LIVE STORE IS GETTING MORE INTERESTING EVERY DAY.

RAMSAY MECANTILE LD., ARE BACKING UP THEIR SERIES OF NEWSPAPER ADS WITH REAL LIVE VALUES AND THE PEOPLE KNOW IT.

PURE JAMS

This week in all varieties. The new pack at per tin 75c.

NO. 1 WINTER APPLES

All repacked, per case \$2.75

PRIME NO. 1

Bulk coffee at per pound 55c

NEW DRAPERIES

In our dry goods department, in choice designs and fabrics at per yard 95c. to 75c

BEAUTIFUL FLANNELLETTE

Heavyweight flannellette, 36 inch, white or colored per yard 32c

SEVERAL PIECES

Heavy tweed and homespun dress cloths, 38 inch. Values to 95c. Clearing at per yard 65c

A beautiful cloth for girls school dresses

FEBY. IS THE SEWING MONTH FOR SPRING

How about Sheetings, Pillow Cottons, etc?

NEW SHADES

In dress flannels this week. \$1.35 for single and \$2.50 for 54 inch width.

LARGE SHIPMENT

Of new dress goods on hand, including some of the most interesting stuff we have ever shown, will arrive on Monday February 1st.

Farmers report gophers out on the prairie. All signs point to an early spring. Get busy on the sewing game.

YOURS FOR VALUES

RAMSAY MECANTILE LD. GLEICHEN'S LIVE STORE

Mrs. Jas. Walker and daughter is he believes she is good for another 20 How much pain have cost us the evils which have never happened. Take things always by their C, and are greatly enjoying their When angry, count ten before a little frolic at the coast and feeling. Nothing is troublesome that we you speak, if very angry, on hand. fine. Hey son, Jan. 18 Walker, says do willingly.

Have you attended the

WINTER BEACH SALE?

The first day more than doubled our expectations. Prices bring the buyers.

Shoes are the big attraction.

10 Sets HARNESSE to sell at \$31.00

You will never again have an opportunity to buy at these prices.

T. H. BEACH, GLEICHEN